

**BY ORDER OF THE COMMANDER
AIR FORCE RECRUITING SERVICE**

**AIR FORCE RESERVE SERVICE
INSTRUCTION 36-2117**



27 SEPTEMBER 2013

Personnel

**CAREER RECRUITER FORCE: SENIOR,
MASTER RECRUITER & PRODUCTION
SUPERINTENDENT SELECTION PROCESS,
AND COMMAND MASTER RECRUITER
COUNCIL**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction implements procedures for the senior, master recruiter & production superintendent program selection process, and the Command Master Recruiter Council. It establishes policies and procedures governing nominations, selection and required board members. This instruction applies to all Air Force Recruiting Service (AFRS) personnel. This instruction does not apply to the Air National Guard and Air Force Reserve Command units. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, Management of Records, and disposed in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS). Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using Air Force (AF) Form 847, Recommendation for Change of Publication; route AF Forms 847 from the field through the appropriate functional manager's chain of command.

Section A—Purpose and Scope

1.1. Purpose:

1.1.1. The purpose of this instruction is to establish clear guidance on criteria, nomination and selection procedures for production superintendent duty as well as Air Force Recruiting Service Senior Recruiter, Master Recruiter and Command Master Recruiter (CMR) designation.

1.2. AFRS Production Superintendent, Senior and Master Recruiter expectations.

1.2.1. Airmen serving in these key leadership positions are first expected to perform their core duties to the best of their abilities with an understanding and demonstration of AFRS's command philosophy...they are command role-models. Furthermore, they are expected to understand that the responsibility for the deliberate development of AFRS's professional recruiting force rests with them, take that responsibility seriously and apply leadership and mentoring in support of command strategies and goals, and the professional growth of AFRS's Airmen whenever and wherever needed.

1.3. Purpose of the Senior/Master Recruiter and Production Superintendent (CCY) Selection Board.

1.3.1. The purpose of the board is to ensure a standardized and transparent selection process is executed on behalf of the AFRS Commander. The board ensures all recruiting professionals meeting the minimum requirements for consideration are fairly assessed, hold the breadth of experience and depth of leadership necessary to meet the professional demands and expectations of these key leadership positions, and are rigorously evaluated before being approved by the approval authority.

1.4. Selection Board Members.

1.4.1. Senior Recruiter: Group/Division Superintendent (chair), not less than two master recruiters designated by the chairman.

1.4.2. Master Recruiter: CMR Council Chairman (chair), not less than four command master recruiters designated by the chairman

1.4.3. Production Superintendent: CMR Council Chairman (chair), not less than four command master recruiters designated by the chairman.

1.5. Board Charge.

1.5.1. The board is convened by the AFRS/CC with guidance from the CMR Council Chairman. Board members will represent the best interests of the Air Force. They will use the whole-person concept to assess potential to serve as Senior/Master Recruiter and Production Superintendent. Board members will consider breadth of experience, leadership potential, adaptability, track record (EPRs/PME) commander recommendations and fitness scores. The board may consider other factors deemed necessary to select the best candidates.

Section B—Nomination/Selection Process**2.1. Senior Recruiter Nomination/Selection Process (see flowchart, Attachment 2).**

- 2.1.1. Nomination will be no earlier than upon tier-2 certification. Personnel in tier-2 positions not requiring certification will be eligible at the 12-month point.
- 2.1.2. Nomination package will flow as follows: member's supervisor, production superintendent, squadron superintendent (or associate), squadron commander, group commander/division chief. For nominees not assigned to a squadron, the package will flow through the member's supervisory chain to the AFRS/RSO superintendent.
- 2.1.3. Packages will be submitted to group/division superintendents for boarding.
- 2.1.4. The nomination package will consist of the following: nomination authority (see [Attachment 2](#)) push note, last 4 EPRs, last decoration, last 3-years full production data, member's AMS data SURF, and fitness history.
- 2.1.5. The senior recruiter board will convene at least semi-annually. AFRS Division/Group Superintendents are responsible for defining the logistics of these boards.
- 2.1.6. Concur packages will be administered the Senior Recruiter test. Passing packages will be forwarded to division chief/group commander for approval and award of the senior recruiter designation.
- 2.1.7. Division/group will send approved names to AFRS/RSOT to order the badge.
- 2.1.8. Test failures or non-concur packages may be resubmitted every 12 months.

NOTES:

- 1. Members awarded senior recruiter designation at the earliest opportunity will be the exception.
- 2. All recruiting personnel not assigned to AFRS Divisions, RCGs or RCSs will have their packages submitted through their chain of command to the RSO Superintendent and will compete for senior recruiter designation through the RSO Division process.
- 3. AFRS CC may deny/remove senior recruiter status when the member fails to live up to command expectations.

2.2. Master Recruiter Nomination/Selection Process (see flowchart,

- 2.2.1. Nomination will be no earlier than upon flight chief certification.
- 2.2.2. The nominating authority for this designation will be the squadron/group commander, division /branch chief.
- 2.2.3. Submit nomination packages to member's division chief/group CC.
- 2.2.4. The nomination package will include: squadron commander/branch chief push memo with division chief or group commander's endorsement, last 4 EPRs, member's AMS SURF, last decoration, flight chief production data and fitness history.
- 2.2.5. Concur packages will be forwarded to the CMR chairman for boarding.

2.2.6. The chairman will notify AFRS RSOT on concur packages to coordinate master recruiter test administration.

2.2.7. Non-concur packages may be resubmitted every 12 months.

2.2.8. The selection board will convene annually consisting of members as per [paragraph 1.4.2](#) in this instruction.

2.2.9. Select packages will be sent to the AFRS/CC for final approval/certification. Non-selects may be resubmitted every 12 months.

2.2.10. AFRS/CC awards master recruiter designation. AFRS RSOT forwards badge/certificates to group/squadron commander for formal presentation.

2.2.11. Master recruiter designation must be awarded prior to consideration for production superintendent.

NOTES:

1. Members awarded master recruiter designation at the earliest opportunity will be the exception. These superior performers will be eligible for early consideration for CCY positions...if the CMR Council determines additional Tier-3b job experience (Sq Ops Chief, Grp Trainer, AFRS positions, etc.) is not required, the selectee will be eligible to compete on the CCY selection board and if selected by the board, compete for available CCY positions (rank constraints apply).
2. AFRS/CC may deny/remove master recruiter status when the member fails to live up to command expectations.

2.3. Production Superintendent Nomination/Selection Process.

2.3.1. Nominees will be master recruiters.

2.3.2. The nominating authority for this designation will be the squadron/group commander, division /branch chief.

2.3.3. Submit nomination packages to member's division chief/group CC.

2.3.4. The nomination package will include: squadron commander/branch chief push memo with division chief or group commander's endorsement, last 4 EPRs, member's AMS SURF, last decoration and fitness history.

2.3.5. Concur packages will be forwarded to the CMR chairman for boarding.

2.3.6. Non-concur packages may be resubmitted every 12 months.

2.3.7. The selection board will convene annually consisting of members as per [paragraph 1.4.3](#) in this instruction.

2.3.8. Select packages will be sent to the AFRS/CC for final approval/certification. Non-selects may be resubmitted every 12 months.

NOTES:

1. The list of CCY selects will be published annually upon certification by the AFRS/CC but will be reviewed quarterly by the CMR council and updated as appropriate.
2. AFRS CC may remove CCY selects from the list when the member fails to live up to command expectations.

Section C—Command Master Recruiter Council**3.1. Command Master Recruiter (CMR) Council.**

3.1.1. Designated master recruiters will serve on the AFRS/CC's (10 member) CMR council.

3.1.2. The council will consist of the AFRS Command Chief (CCC) (when the CCC is a master recruiter), the 8R career field manager (CFM), the RSO superintendent, the RSX superintendent/functional manager (FM) and the group superintendents. The remainder of the council positions will be filled based on master recruiter seniority (determined by time in AFRS).

3.1.3. The AFRS/CCC will serve as the council chairman (when the CCC is a master recruiter). In the event the AFRS/CCC is not a master recruiter, either the RSO superintendent or the RSX superintendent/FM will serve as the council chairman. Of the two, the one chosen to serve as chairman will be determined by the AFRS/CC through an interview process.

3.1.4. The council represents the senior most level of recruiting experience and expertise and serves as an advisory body to the AFRS/CC on recruiting issues. The council will meet directly with the AFRS/CC, primarily through the chairman. The following duties are specifically assigned to the council:

3.1.4.1. Help the AFRS/CC shape and communicate command vision, philosophy & strategies.

3.1.4.2. Provide consultation to RSO when developing the annual competition system.

3.1.4.3. Conduct an annual review of command deliberate development and, education and training policies, procedures & processes.

3.1.4.4. Provide consultation in the development of AFRSIs.

3.1.4.5. Manage the command Professional Development & Mentoring team program.

3.1.4.6. Provide consultation to the AFRS/CC on inspector general results, special interest items and inspection methodology.

3.1.4.7. Provide consultation to the AFRS/CC on command transformation initiatives.

3.1.4.8. Visit the AFRS Recruiting School and provide feedback to the Commandant on training needs.

3.1.4.9. Periodically send communication across the command (blogs on RICky, articles in Behind the Badge, etc.) addressing special interest items, professional and deliberate development, and command philosophy and strategy.

3.1.4.10. Develop/approve continuing education opportunities for senior and master recruiters.

3.1.4.11. Monitor the development/progression of the command's production superintendents (CCY).

3.1.4.12. Conduct a quarterly review of the CCY select list and make personnel decision recommendations to the AFRS/CC as appropriate.

3.1.4.13. Provide the AFRS/CC an annual "State of the Force" report.

NOTES:

1. This list is not all inclusive. The council may meet on any issue considered by the council and or the AFRS/CC to be in the best interest of the command and provide the AFRS/CC feedback and consultation.
2. Master Recruiters within 90 days of retirement will not be brought onto the council as a new member.
3. AFRS/CC may deny/remove command master recruiter status when the member fails to live up to command expectations.

JOHN P. HORNER, Brigadier General, USAF
Commander

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFMAN 33-363, *Management of Records*, 1 March 2008

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*

Abbreviations and Acronyms

AF—Air Force

AFRIMS—Air Force Records Information Management System

AFRS—Air Force Recruiting Service

AFRSI—Air Force Recruiting Service Instruction

AMS—Assignment Data System

CCC—Command Chief

CCY—Production Superintendent

CFM—Career Field Manager

CMR—Command Master Recruiter

EPR—Enlisted Performance Report

FC—Flight Chief

FM—Functional Manager

OPR—Office of Primary Responsibility

PME—Professional Military Education

RCG—Recruiting Service Group

RCS—Recruiting Service Squadron

RDS—Records Disposition Schedule

RSO—Recruiting Service Operations

RSOT—Recruiting Service Operations Training

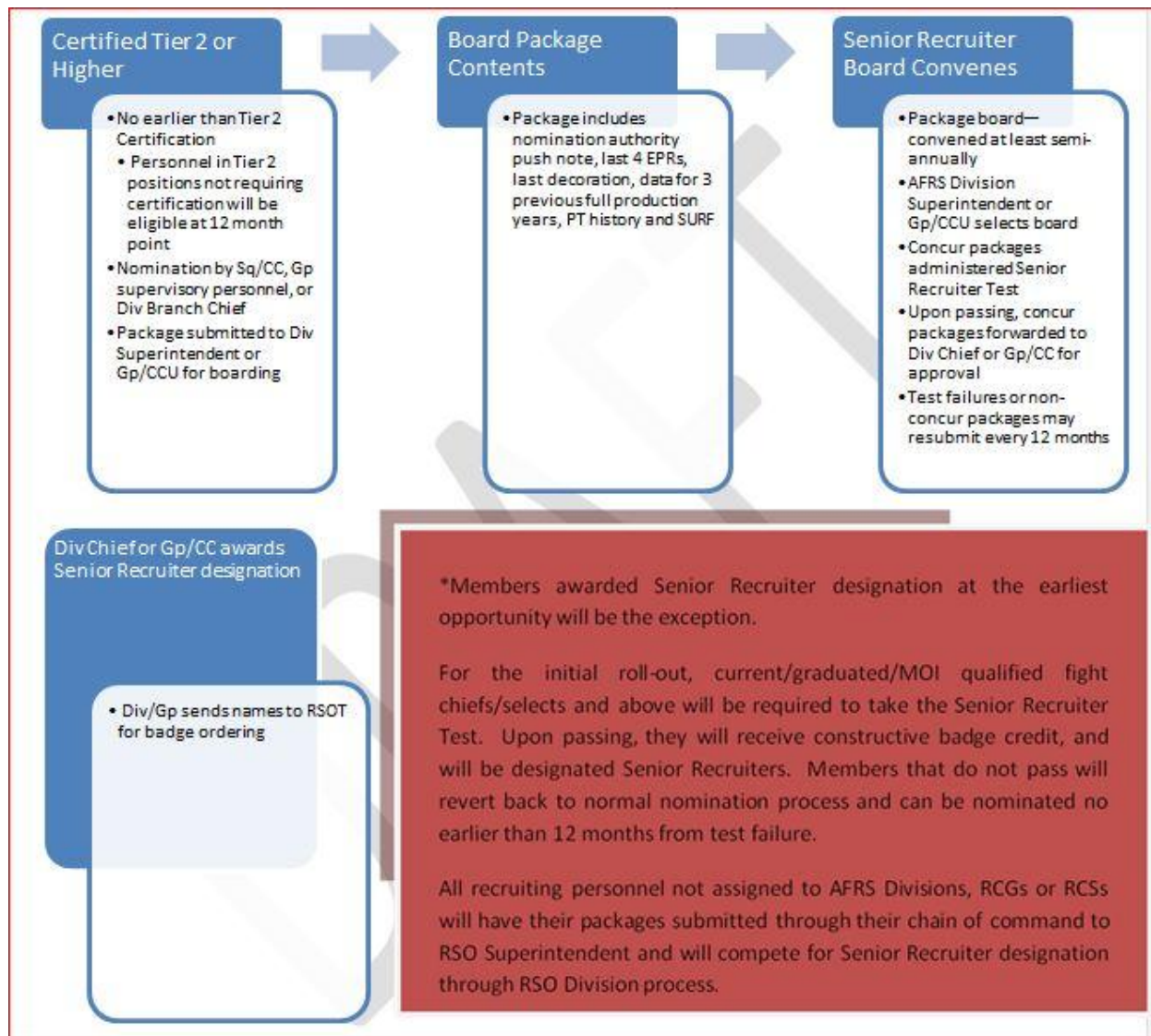
RSX—Recruiting Service Plans and Programs

SURF—Single Unit Retrieval Format

Attachment 2

SENIOR RECRUITER REVIEW

Figure A2.1. Senior Recruiter Review.



Attachment 3

MASTER RECRUITER REVIEW.

Figure A3.1. Master Recruiter Review.

